



## Sharing Rural Realities: Nora's Contribution to the EU-FarmBook Platform

### Leading Knowledge Exchange

### Using the EU-FarmBook

#### Events

##### Discovery

At a **conference** on the impact of climate change on rural communities, Nora learns about the EU-FarmBook during a panel on **Networking for innovation**.

##### Motivation to engage

Nora sees this as an opportunity to **communicate her project's evolving insights** in a way that is accessible and relevant to practitioners.

##### Engaging her team

In a project meeting, Nora introduces the EU-FarmBook to the team and encourages the **dissemination team** to explore its potential for sharing project outputs.

##### Wanting to engage

Nora's dissemination team connects with their nearest **EU-FarmBook ambassador**, who informs them that only Project Coordinators can request access to register their project on the platform.

##### Trustworthiness

Nora is drawn to the clean, easy-to-navigate **EU-FarmBook interface** and trusts the platform will provide reliable, helpful information.

##### Request access

Nora can easily verify she is the project coordinator and access to the EU-FarmBook, thanks to their database. She wants to give **access rights** to her team, but needs to figure

##### Add collaborators

Nora appreciates the fact that she can add her dissemination team to **take charge of the uploading & adding news**.

#### Highs & Lows



#### Challenges



**Indirect entry**  
EU-FarmBook is rarely the main topic



**Grant Agreement**  
Do we offer all features promised in the project's GA



**Target audience**  
What looks good for uploaders is not the same as for others



**Users**  
Coordinator is often not responsible for communication



**Users**  
Coordinator is often not responsible for communication



**Exploitation**  
Events to introduce the platform



**Project website**  
Clear value proposition



**Project website**  
Product page



**Ambassadors**  
Personalised contact



**Visual design**  
Graphic design and institutional logos



**EU-FarmBook**  
Onboarding



**EU-FarmBook**  
Invite collaborators

#### Opportunities & Touchpoints



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##### Assessment

Nora and her team face the challenge of deciding **which outputs to share** on the EU-FarmBook. With the project still underway, they are uncertain about sharing preliminary materials at this stage.

##### Training Sessions

An EU-FarmBook ambassador invites Nora to a **training session** to help her understand the **uploading process**, explore the platform's features, and maintain her and her team's engagement with the initiative.

##### Uploading

Nora decides to upload a **series of case studies** she wrote for one of her project's deliverables.

##### Metadata

The **metadata extractor (AI)** suggests a title, summary, and keywords that differ from the original title of Nora's deliverable.

##### Concerns

Nora fears that, since the case studies are not linked to the deliverable's title, they might be unlinked from her project, causing them to lose visibility and connection to her ongoing work.

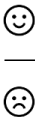
##### KO Guidelines

Nora consults EU-FarmBook's **guidelines** before agreeing to the metadata suggestions. She is reminded that the platform's purpose is to connect her knowledge with relevant users.

##### Metrics

Months after, Nora's dissemination team informs her that the EU-FarmBook **metrics report** show her practice sheets have been consulted in over 5 countries, primarily by advisors.

#### Highs & Lows



#### Challenges



**Definition**  
What is Practice-Oriented Material



**Uploading**  
What is the best way to upload?



**Annotation**  
What are the correct metadata?



**Guidelines**  
No deliverable titles



**Impact**  
How am I doing?

#### Opportunities & Touchpoints



**Training**  
Guidelines & training sessions



**Training**  
Guidelines & training sessions



**Features**  
Upload form



**Features**  
Metadata extraction



**Features**  
Collections & Training modules



**Training**  
Guidelines & training sessions



**Features**  
Data-analytics